

Message Text

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PAGE 01 STATE 206560
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C O N F I D E N T I A L STATE 206560

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E.O. 11652: GDS

TAGS: PGEN, SZ, EGEN, MASS, AMGT

SUBJECT: SPECIFIC GOALS AND OBJECTIVES FOR THE US
AMBASSADOR TO SWITZERLAND

REF: (A) STATE 202267; (B) 204581

1. REFS A AND B GIVE DETAILS WHICH HAVE GOVERNED PRE-
PARATION HERE OF DRAFT STATEMENTS OF GOALS AND TASKS FOR
EACH AMBASSADOR. DRAFT TEXT FOLLOWS BELOW FOR YOUR
COMMENT. PLEASE RESPOND ASAP, BUT NOT LATER THAN
SEPTEMBER 6 IN ANY EVENT.

BEGIN TEXT:

A. ENCOURAGE INCREASED SWISS OPENNESS TO THE WORLD

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1. MAKE APPROPRIATE STATEMENTS OF SUPPORT FOR AND
APPRECIATION OF SWITZERLAND'S NEUTRALITY AND ITS POLICY
OF MAKING ITS TERRITORY AVAILABLE FOR INTERNATIONAL
ORGANIZATION, NEGOTIATION AND HIGH LEVEL MEETINGS OF
THE US AND OTHER COUNTRIES.

2. BE MORE EWSPONSIVE TO THE SWISS GOVERNMENT'S INTEREST

IN CONSULTING MORE FREQUENTLY AND FULLY WITH US ON INTERNATIONAL ECONOMIC AND POLITICAL ISSUES, ESPECIALLY OECD PROBLEMS OF CONCERN.

3. IN WORKING CLOSELY WITH THE SWISS ON INTERNATIONAL ISSUES, ENCOURAGE THE SWISS GOVERNMENT TO TAKE STEPS TO BUILD PUBLIC SUPPORT FOR FOREIGN AID IN GENERAL AND PARTICIPATION AS A DONOR TO THE WORLD BANK'S IDA IN PARTICULAR.

4. MAKE CLEAR TO THE SWISS THAT US COMMITMENT TO THE ESTABLISHMENT OF VIENNA AS A THIRD UN CITY, AFTER NEW YORK AND GENEVA, IS MEANT TO CAST NO ASPERSIONS ON SWITZERLAND'S SPLENDID RECORD OF ASSISTANCE TO THE UN.

B. PRESS CAREFULLY FOR INCREASED SWISS COOPERATION IN BILATERAL LEGAL QUESTIONS

1. WHILE ATTEMPTING TO STRENGTHEN OUR COOPERATIVE RELATIONS WITH THE SWISS, CONTINUE TO RECOGNIZE SWISS PRIDE IN THEIR SOVEREIGNTY AND NEUTRALITY, AND SWISS SENSITIVITY TO WHAT THEY REGARD AS INTERFERENCE IN THEIR INTERNAL AFFAIRS.

2. CONTINUE TO COOPERATE FULLY WITH THE SWISS UNDER THE JUDICIAL ASSISTANCE TREATY, RECOGNIZING THAT IT WILL BE CONFIDENTIAL

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SUBJECT TO CONSIDERABLE INTERPRETATION, AND THAT WE MUST PROCEED CAREFULLY ON A CASE BY CASE BASIS IN BUILDING UP PRECEDENTS.

3. CONTINUE TO PRESS THE SWISS TO MODIFY POLICIES AND PRACTICES WHICH MIGHT HINDER OR PREVENT CLOSER COOPERATION IN AREAS WHICH AFFECT THE EFFORTS OF THE SEC AND OTHER US AGENCIES TO ENFORCE US LAWS AND REGULATIONS.

4. IN THE CIVIL AREA, ATTEMPT TO DEVELOP WAYS TO EFFECT SERVICE OF JUDICIAL PROCESS UPON CITIZENS AND RESIDENTS OF SWITZERLAND (OTHER THAN BY MAIL, TO WHICH THE SWISS OBJECT), WHICH WILL SATISFY OUR LEGAL NEEDS AND ALSO BE ACCEPTABLE TO THE SWISS.

5. CONTINUE TO RESPECT SWISS LIMITATION ON THE CONDUCT OF INVESTIGATIONS OR OTHER OFFICIAL ACTIVITIES BY USING AGENCIES IN SWITZERLAND, RECOGNIZING THAT UNLESS PRIOR SWISS GOVERNMENT APPROVAL IS OBTAINED, SUCH INVESTIGATIVE ACTIVITIES WILL BE VIEWED AS VIOLATION OF SWISS LAW.

C. ASSIST SWITZERLAND'S DEFENSE EFFORTS

1. CONTINUE TO ASSIST SWITZERLAND IN MAINTAINING A CREDIBLE, MODERN, DEFENSIVE MILITARY ESTABLISHMENT, WITHIN THE FRAMEWORK OF US POLICY ON ARMS TRANSFERS.

2. CONTINUE "BEST EFFORTS" TO HELP THE SWISS OFFSET AT LEAST 30 PER CENT OF THE F 5-E PURCHASE AS WE HAD AGREED AT THE TIME THE SALE WAS MADE.

3. CONTINUE TO INVITE SENIOR SWISS MILITARY OFFICERS FOR OFFICIAL VISITS.

D. IMPROVE ACCESS IN SWITZERLAND TO US PRODUCTS

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1. ATTEMPT TO IMPROVE ACCESS OF US PRODUCTS TO THE SWISS MARKET BY DYNAMIC TRADE PROMOTION EFFORTS, INCLUDING SPECIAL PROJECTS OUTLINED IN THE COUNTRY COMMERCIAL PROGRAM.

2. CONTINUE EFFORTS IN VARIOUS FORA TO REDUCE SWISS TARIFF AND NON-TARIFF BARRIERS.

3. STRIVE TO INCREASE THE MARKET SHARE OF US AGRICULTURAL PRODUCTS FROM 7.8 PER CENT TO 8.5 PER CENT.

4. GIVE SPECIAL EMPHASIS TO "VISIT USA" AND "FOREIGN BUYER PROGRAM" CAMPAIGNS FOR TRAVEL TO THE US.

5. EXPAND CONTACT WITH US BANKING REPRESENTATIVES AND ATTEMPT TO ASSIST AS APPROPRIATE.

E. INCREASE INFORMATION AND CULTURAL PROGRAMS

1. ENCOURAGE VISITS IN BOTH DIRECTIONS OF KEY SWISS AND AMERICANS, INSIDE AND OUTSIDE OF GOVERNMENT.

2. PROVIDE FULL SUPPORT TO THE NASCENT USIS PROGRAM, DESIGNED TO STRENGTHEN AND ENLARGE OUR CONTACTS WITH THE SWISS AND TO IMPROVE THEIR KNOWLEDGE AND UNDERSTANDING OF THE US. END TEXT
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